MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

LFC 1017 FUNDAMENTALS OF STRATEGIC COMMUNICATION

(All Sections)

13 MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** printed pages with **ONE** section.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL** questions.

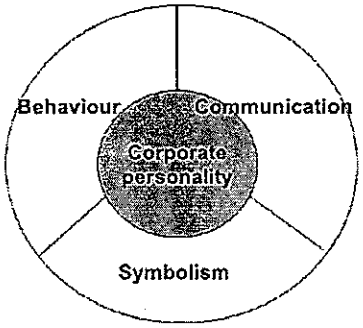
1. Define corporate strategy. (2 marks)

2. a. Briefly explain the corporate communication strategy framework. (2 marks)

   b. Identify the **FOUR (4)** elements of communication strategy framework. (2 marks)

3. Define brand communication. (2 marks)

4. Briefly explain corporate identity. (2 marks)



5. **Figure 1**: The Birkigt and Stadler Model of Corporate Identity

   a. Based on the above Model of Corporate Identity, explain the following elements of the model.
      i) Behaviour
      ii) Communication
      iii) Symbolism
      iv) Corporate personality (4 marks)

6. Identify the **FOUR (4)** types of themed message styles in designing communication strategy. (4 marks)

7. Define strategic intent. (2 marks)

8. a. State **EIGHT (8)** components of public relations. (4 marks)

   b. List **FOUR (4)** essential abilities needed for public relations practitioner. (2 marks)

9. Identify **FOUR (4)** steps in the public relations management process. (4 marks)

Continued...

SHORT ANSWER QUESTIONS [20 MARKS]

Instruction: Answer **ALL** questions

1. A communication strategy involves the formulation of a desired position for the organisation in terms of how it wants to be seen by its different stakeholder groups. A program is put in place to address ongoing needs for reputation building.

   a. Illustrate the process of planning communication programs and campaigns. (8 marks)

   b. Briefly explain each element of the process. (7 marks)

2. Corporate social responsibility (CSR) and community relations together form an increasingly important area of activity within corporate communication. Community relations forms a specific part of a company's CSR and relates primarily to communications and engagement with the residents of the local communities in which the company resides with its facilities.

   a. Illustrate the elements of a community relations program. (5 marks)

End of Paper